

Exhibit C



4600 Madison Ave., 10th Floor
Kansas City, MO 64112 USA

Phone: 816.931.1771

December 3, 2013

Via Federal Express
Via Email (help@AdvertisingKnowledge.biz)

Jonas Espinoza
Ad knowledge LLC
17235 N. 75th Ave.
Glendale, AZ 85308

Re: Cease and Desist Demand – Ad knowledge LLC

Dear Mr. Espinoza,

It has come to our attention that your company is still representing itself as “Adknowledge” despite our prior cease and desist demand dated July 23, 2013 and your verbal commitment to me by telephone on July 30, 2013 that your company would cease all uses of “ADKNOWLEDGE.”

As you know, ADKNOWLEDGE is a mark registered with the U.S. Patent and Trademark Office. Registration Nos. 2334551 and 3166403 (the “Mark”) owned by Adknowledge, Inc. (“Adknowledge”). Your use of the Mark is a violation of the Lanham Act. Your unauthorized use of the Mark is likely to cause confusion or mistake, or to deceive consumers, see, e.g., 15 U.S.C. §§ 1052(d) and 1125(a), and it dilutes the value of the Mark, see, e.g., id. at § 1125(c). As evidence of this, in regard to that certain invoice that your company sent to Betty Jane Galloway, attached hereto as Exhibit One (the “Invoice”), we received communication from The Law Offices of John F. Tolson, Jr. asking us whether we sent the Invoice to its client. We had to allocate time and resources to explain to counsel for the recipient of the Invoice that it was not from our company. In addition to direct trademark infringement, your actions jeopardize Adknowledge’s ability to generate revenue over the Internet. The misuse of the Mark tarnishes the Mark and lessens its value and effectiveness by associating the Mark with your company and its services, which are substantially similar to Adknowledge and our services. You are unjustly benefiting through your unauthorized use of the Mark. This constitutes unfair competition and misappropriation of trademark protected material.

Adknowledge demands that you:

- immediately cease and desist using the Mark;

- immediately remove any and all instances of the Mark from your business materials;
- immediately cease and desist using the domain name ADVERTISINGKNOWLEDGE.BIZ;
- immediately cease and desist using the name Ad knowledge LLC and change the name of that company and the names of any other company using the Mark in its name; and
- take all steps necessary to ensure that your parents, subsidiaries, affiliates, employees and agents do not engage in such unlawful and improper conduct in any medium in the future.

Please (1) identify all instances, advertisements and promotions in which you have used the Mark in commerce, and (2) respond to me in writing at the address above or via email to mearles@adknowledge.com confirming that you have complied with our demands including, but not limited to, that you have removed all instances of the Mark on your website and that you have deactivated the domain name advertisingknowledge.biz.

If you have not complied with our demands on or before **December 10, 2013**, we will be forced to consider the pursuit of any and all available legal and equitable remedies to protect the Mark. This letter does not attempt to be a complete statement of the facts or law surrounding this matter, and Adknowledge expressly reserves all of its legal and equitable rights in seeking redress.

Sincerely,



Mark Earles
Assistant General Counsel
Adknowledge, Inc.

EXHIBIT ONE

INVOICE

Signature Beth Jane Hollaway Date 6/12/13